



# ORDER

Flight Dates **10/18/12-10/24/12**

Contract / Revision      **310959 /**  
Original Date / Revision  
                                  09/13/12    09/13/12  
Advertiser **Paton / Republican / Congre**

Product  
**Paton for Congress**  
Agency Com    15%  
Billing Contact  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Agency    **Strategic Media Services**  
Buying Contact

**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00  
Estimate #  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL            POL            CAND  
Product Codes    PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15%    Market Value 228666

Competing Station	% of Order	Amount
CABLE	%	0
KASW	1%	2286
KDRX	%	0
KPHO	27%	61740
KPNX	18%	41160
KPPX	%	0
KSAZ	21%	48020
KTVK	18%	41160
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$29,155.00	\$34,300.00	0.00	10/01/12	10/24/12	61	\$29,155.00	\$34,300.00
<b>Totals</b>	<b>61</b>	<b>\$29,155.00</b>	<b>\$34,300.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/18/12	10/19/12	M-F 6-7am M-F 6-7am	CM	6am-7am	---TF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		2			\$250.00			0.00			
N 2	KNXV	10/22/12	10/24/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTW----	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----		3			\$250.00			0.00			
N 3	KNXV	10/18/12	10/19/12		CM	7am-9am	---TF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00



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Print Date: 09/13/12

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Contract / Revision **310959** Flight Dates **10/18/12-10/24/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					4	\$250.00		0.00			
N 4	KNXV	10/22/12	10/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTW----	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					5	\$250.00		0.00			
N 5	KNXV	10/18/12	10/19/12	M-F 10am-11am The View	CM	10am-11am	---TF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					2	\$450.00		0.00			
N 6	KNXV	10/22/12	10/24/12	M-F 10am-11am The View	CM	10am-11am	MTW----	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$450.00		0.00			
N 7	KNXV	10/18/12	10/19/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	---TF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					2	\$250.00		0.00			
N 8	KNXV	10/22/12	10/24/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTW----	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$250.00		0.00			
N 9	KNXV	10/19/12	10/19/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$450.00		0.00			
N 10	KNXV	10/23/12	10/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-TW----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TW----					2	\$450.00		0.00			
N 11	KNXV	10/18/12	10/19/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	---TF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					2	\$350.00		0.00			
N 12	KNXV	10/22/12	10/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTW----	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$350.00		0.00			
N 13	KNXV	10/18/12	10/19/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					2	\$550.00		0.00			
N 14	KNXV	10/22/12	10/24/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$550.00		0.00			
N 15	KNXV	10/18/12	10/19/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					2	\$550.00		0.00			



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Contract / Revision **310959** Flight Dates **10/18/12-10/24/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	10/18/12	10/19/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					2	\$550.00		0.00			
N 16	KNXV	10/22/12	10/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTW----					3	\$550.00		0.00			
N 17	KNXV	10/18/12	10/19/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	---TF--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					2	\$650.00		0.00			
N 18	KNXV	10/22/12	10/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTW----	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTW----					3	\$650.00		0.00			
N 19	KNXV	10/18/12	10/19/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---TF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					2	\$850.00		0.00			
N 20	KNXV	10/22/12	10/24/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTW----					3	\$850.00		0.00			
N 21	KNXV	10/22/12	10/22/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$8,500.00		0.00			
N 22	KNXV	10/21/12	10/21/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$350.00		0.00			
N 23	KNXV	10/21/12	10/21/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$200.00		0.00			
N 24	KNXV	10/21/12	10/21/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$200.00		0.00			
N 25	KNXV	10/21/12	10/21/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$350.00		0.00			
N 26	KNXV	10/21/12	10/21/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$850.00		0.00			
N 27	KNXV	10/20/12	10/20/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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**KNXV-TV  
PHOENIX**Contract / Revision    **310959**    Flight Dates **10/18/12-10/24/12**Hiatus DatesOriginal Date / Revision    09/13/12/    09/13/12Order Sep    00:20:00Advertiser    **Paton / Republican / Congr**    Product **Paton for Congress**Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N27	KNXV	10/20/12	10/20/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-		2		\$350.00		0.00						
N28	KNXV	10/19/12	10/19/12	M-F 430-5am M-F 430am News	CM	430-5am	----F--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--		1		\$50.00		0.00						
*Tax 1 Note: Tax 0.5%.														Totals	61	\$34,300.00

\*Tax 1 Note: Tax 0.5%.